

# THE SCI METHOD BEHIND LAW FIRM *management*

**EVELINA GEORGIADIS, DIRECTOR AT CHRYSOSTOMIDES ADVOCATES & LEGAL CONSULTANTS, EXPLAINS HOW HER BACKGROUND IN BIOMEDICAL SCIENCES HELPED HER TAKE A SCIENTIFIC APPROACH TO FACILITATING A PEOPLE-CENTRIC CULTURE AT THE FIRM, AND UNDERLINES THE MOTTO "WORK SMART, NOT HARD" AS THE KEY TO THE FIRM'S INTERNAL EFFICIENCY. SHE ALSO EXPLAINS HOW DELEGATING OPERATIONAL MATTERS TO BUSINESS DEVELOPMENT PROFESSIONALS ALLOWS LAWYERS TO BE THE BEST AT WHAT THEY DO: PRACTISE LAW.** PHOTO BY TASPPO

**W**hat does being a Director at Chrysostomides Advocates & Legal Consultants entail? What areas do you oversee? In my role as Director at Chrysostomides Advocates & Legal Consultants, I am effectively responsible for the overall smooth operation of the firm. This entails all levels of administration, personnel, facilities, internal support, efficiency, and technology, as well as overseeing planning, organizing, directing, and controlling the day-to-day operations at the firm. A sig-

nificant portion of my work is centred around business development, in addition to the firm's marketing and communications. In other words, I play an active role in pursuing strategic opportunities for the firm and shaping its image – this means ensuring that our brand is reflected through every medium that we use to communicate with the outside world. Chrysostomides Advocates & Legal Consultants is the exclusive Cyprus member firm of the international law firm and

integrated professional services networks, Lex Mundi and World Services Group, respectively. These memberships offer our clients seamless cross-border solutions and provide our firm with a global reach. As Director, I act as a liaison between our firm and the two networks. To summarise, I would say that one part of my job is to support the firm's management in executing strategy and the other is to create an environment in which our members can do their best work, as well as promoting the firm.

## What part do you play in leading and shaping the firm's culture?

I am proud to be a member of a firm that is committed to the same timeless core values and excellence that were the foundations of its establish-

*For us,*  
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ment 40 years ago. The vision of our founding partners was always to be an employer of choice, to attract and retain the best people and to provide clients with the highest quality legal advice. Today, I work alongside the firm's management in creating a culture that is truly 'human-centred,' promoting entrepreneurship and development among our members, embracing change and social conscience, while at the same time advocating diversity and inclusion, sustainability and corporate responsibility. I strongly believe that values need to be lived. My part, therefore, is to facilitate and support the creation of a working environment that encourages everyone to be proud of who they are and what they do, as well as identify opportunities for their professional development and the firm's Corporate Social Responsibility programme. Giving back to the community we operate in is an integral part of our firm's culture and our members actively and enthusiastically participate in such initiatives.

## In what ways have you helped improve the firm's internal efficiency?

At Chrysostomides, we are always trying to find ways of improving the value the firm delivers to clients and improving

internal efficiency is an inherent part of this process. For us, efficiency is not just about working faster or using fewer resources; it is about future-proofing our firm and working smarter. Tools include the adoption of technology that facilitates the automation of tasks, assembling the most appropriate teams for each matter (people management), identifying educational initiatives, as well as introducing more flexible working arrangements that allow our members to maintain an all-important healthy work-life balance. Improving knowledge management, in other words how our members share what they know about client work, clients and markets, is another important parameter for increased efficiency and one that is undoubtedly an ongoing process.

## In what ways has your background in Biomedical and Life Sciences helped form the way you approach this position in a law firm?

My scientific and academic background taught me to be practical, methodical, organised and efficient, as well as highlighting the importance of thorough research. I have found all to be applicable in my current role at Chrysostomides! My time as a researcher also trained me to be patient, which is an essential quality when working

with people (I was responsible also for HR at the firm for many years, until a full-time HR Manager was hired). I also believe that writing skills, which come in useful for the firm's communications, is another trait that I brought to my current role from my scientific background, having had to write a number of academic papers on my research.

## What would you say is the biggest benefit to a law firm in hiring a Director or a COO?

I believe that the biggest change in law firm management over the past two decades – apart from the way technology has changed the role – concerns from where management is sourced. Whereas law firms started out being managed and led by lawyers, they are now much more business-principled. Overseeing the day-to-day operations of the firm is a full-time job and lawyers get into law to practise it and not to become managers. This does not mean to say that they do not participate at all in managing the firm. My own work, for example, is undertaken largely in collaboration with our firm's co-managing partners and the senior management team and I consider myself lucky to be working with an amazing group of professionals who have guided and supported me throughout my career.

